

Digital Storytelling : SDOC Photo Story 3 Online Course

CATEGORY	4	3	2	1
Duration of Presentation	Length of presentation was 2-3 minutes and contained a minimum of 12 images.	Length of presentation was 1-2 minutes and contained a minimum of 12 image.	Length of presentation was 1 minute or less and contained a minimum of 8 images.	Presentation was less than 1 minute long and contained less than 8 images.
Point of View - Awareness of Audience	Strong awareness of audience in the design. Teachers can clearly explain why they felt the vocabulary, audio and graphics chosen fit the target audience.	Some awareness of audience in the design. Teachers can partially explain why they felt the vocabulary, audio and graphics chosen fit the target audience.	Some awareness of audience in the design. Teachers find it difficult to explain how the vocabulary, audio and graphics chosen fit the target audience.	Limited awareness of the needs and interests of the target audience.
Essential Question	The project essential question establishes a purpose early on and maintains a clear focus throughout.	The project essential question establishes a purpose early on and maintains focus for most of the presentation.	There are a few lapses in focus, but the purpose of the project essential question is fairly clear.	It is difficult to figure out the purpose of the presentation based on the project essential question.
Images	Images create a distinct atmosphere or tone that matches different parts of the story. The images may communicate symbolism and/or metaphors.	Images create an atmosphere or tone that matches some parts of the story. The images may communicate symbolism and/or metaphors.	An attempt was made to use images to create an atmosphere/tone but it needed more work. Image choice is logical.	Little or no attempt to use images to create an appropriate atmosphere/tone.
Voice - Consistency	Voice quality is clear and consistently audible throughout the presentation.	Voice quality is clear and consistently audible throughout the majority (85-95%) of the presentation.	Voice quality is clear and consistently audible through some (70-84%) of the presentation.	Voice quality needs more attention.
Soundtrack - Emotion	Music stirs a rich emotional response that matches the story line well.	Music stirs a rich emotional response that somewhat matches the story line.	Music is ok, and not distracting, but it does not add much to the story.	Music is distracting, inappropriate, OR was not used.
Grammar	Grammar and usage were correct (for the dialect chosen) and contributed to clarity, style and character development.	Grammar and usage were typically correct (for the dialect chosen) and errors did not detract from the story.	Grammar and usage were typically correct but errors detracted from story.	Repeated errors in grammar and usage distracted greatly from the story.